

# Sustainability

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## **What is Sustainable Seafood?**

Seafood is sustainable when the population of that species of fish is managed in a way that provides for today's needs without damaging the ability of the species to reproduce and be available for future generations.

## **Sustainability Certification:**

Sustainability certification is quickly becoming the standard by which large retailers are measuring their seafood products as being from a sustained fishery. Whole Foods, Wal Mart and other retailers are under pressure from environmental groups to boycott seafood products that aren't from sustained fisheries.

The objective of the certification is to tell the global seafood buying community that our harvesting practices are sustainable. There by opening up global demand for our product from groups that are interested in environmental conscience purchasing. Certification will immediately create demand in the supply chain. This will allow us to justify a higher price per pound than the imported product that we are currently competing against.

- Sustainability: "development that meets the needs of the present without compromising the ability of future generations to meet their own needs."
- Many large retailers are under pressure from environmental groups and consumers to boycott seafood products that aren't from sustained fisheries.
- In February of 2011 Wal Mart North America has pledged to remove all seafood from its stores that aren't certified as sustainable. Other companies with similar commitments are growing (e.g. Loblaws, Safeway, Target, Krogers, Raley's, Publix, Supervalu, etc.)
- Sustainability was merely a buzzword a decade ago, but now it has crossed into mainstream and is changing how large companies purchase their seafood.
- In the National Restaurant Association's annual chef survey, *What's Hot in 2010*, sustainable seafood was listed as very important by chefs.
- In the other account, a leading online seafood industry news and opinion site reported on an increase in job positions being created for CSOs...Chief Sustainability Officers. Companies

are making big investments like this because sustainability is an issue that will continue to be around for the foreseeable future.

- Large seafood buyers are looking for more verification than the state and federal authorities can provide. They want third-party independent verification of the fisheries.
- As the sustainability certification industry grows it becomes more and more important for each fishery and its managers to be very selective about how and with whom it selects to certify its fishery.
- Carefully considering the lessons learned (positive and negative) by other fisheries who have gone through various sustainability certifications (e.g. Alaska and Iceland) should be a good platform for Louisiana to begin considering their sustainability initiatives.
- The ability to certify our fisheries as “sustainable” will directly affect the value of our seafood, markets available for our seafood, and the number and quality of buyers for our seafood.
- The Louisiana Department of Wildlife and Fisheries does manage fisheries to sustainable levels, but third-party certifications are needed by large buyers to verify the Departments responsible management practices.